

GABRIELA CAELI SUMAMPOW

Journalist & Producer.

I'm a Melbourne-based journalist and digital content producer, and a Master of Media graduate from RMIT University. With a passion for digital storytelling across various multimedia and social media platforms, I have a fierce interest and curiosity for topics around entertainment, culture, and lifestyle.



INDUSTRY EXPERIENCE

The Conversation

Deputy Social Media Producer | Feb 2022 - present

- Identifying articles best suited for social platforms, along with the best format to use.
- Produced visual carousels using Canva for posts on Facebook, Twitter, Instagram, and Mastodon.
- Scripted, presented, and edited vertical videos for TikTok and Instagram Reels.
- Collaborating and brainstorming content ideas and projects with editors and academic authors.

RMIT Creative Communities

Content Creator | Jan - Aug 2022

- Document (photo and video) RMIT Creative's student events, capturing the essence of student life on campus.
- Edit and touch up photographs, and edit showreels and trailers of RMIT Creative's events.
- Collaborate with creative producers to create content best suited for internal and external promotions.

VoxFrock

Rookie Journalist | Nov 2021 - Feb 2022

- Reported on several Melbourne Fashion Week 2021 runways – where I collaborated with VoxFrock's photographers, and interviewed attendees on the spot.

Beat Magazine

Editorial Intern | Feb - Apr 2021

- Written features, listicles, and news pieces about topics revolving around Melbourne culture, entertainment, and food.
- Worked with press releases from PR companies, but also pitched some of my own ideas.

VICE Australia

Contributing Writer | Jan 2021 - Feb 2022

- Written articles that were both assigned by my editor and pitched by myself, circling around topics related to Asia Pacific, and local Australian topics.

Editorial Intern | Nov 2020 - Jan 2021

- Researched and conducted interviews for written and pitched articles for VICE Australia's website.
- Sourced talent information for both written stories and VICE Australia's Extremes podcast.

The Swanston Gazette

Editor in Chief | 2019 - 2020

- Published, proofread and edited students' articles as well as providing constructive feedback to help them improve.
- Manage a team of sub-editors and maintained the publication's website and social media.
- Designed and managed The Swanston Gazette's online print edition.
- Produced and edited episodes of The Swanston Gazette's monthly podcast.

Founding Entertainment Editor | 2018 - 2019

- Proofread and edit articles for The Swanston Gazette's entertainment section.
- Pitched ideas to the editorial team for writer callouts, and collaborated with student writers in executing these ideas.

Student Youth Network (SYN)

Radio Presenter & Reviewer | 2019 - Present

- Hosted a range of SYN's shows, and produced journalistic radio packages.
- Interviewed guests, and edited recordings to be uploaded as podcasts.
- Written reviews of new music releases.

Board Intern | Jun - Oct 2020

- Attended SYN's board meetings to learn how decisions at SYN are made.

Trouble Juice

Contributing Writer | Oct 2020 - Feb 2021

- Written articles about Australia's musicians on their newest releases.

RMIT ABC Fact Check

Intern | Apr - Jun 2021

- Pitched claims by politicians and social media posts with misinformation to debunk.
- Interviewed experts and extensively researched to debunk misinformation, particularly about COVID-19 Vaccines.

'1700' TV Host & Editor | Jul - Dec 2020

- Record episodes and written scripts to bring the audience their weekly dose of Australian music.
- Edited segments of 1700's clip show.

RMIT Catalyst Magazine

Editorial Committee & Contributing Writer |

Feb - Oct 2019

- Written music reviews for the magazine's website, and edited pieces for printed issues.

PPIA RMIT (RMIT University Indonesian Student Association)

Multimedia Officer | Dec 2020 - Oct 2021

- Founding Co-Producer & Co-Host of PPIA RMIT's official podcast.
- Document PPIA RMIT's events, building a strong community of Indonesian international students.
- Produced video content for social media.

OTHER EXPERIENCE

Urbanest Student Accommodation

Resident Assistant | Dec 2020 - Jan 2022

- Ensured the safety and comfort of residents at Urbanest's Melbourne Central property.
- Hosted student events with Resident Assistants from various Urbanest and Atira properties.

SKILLS

- Interviewing, researching and writing
- A thorough understanding of social media trends and insights
- Audio and video (broadcast + social media) presenting.
- Data journalism (Datawrapper and Flourish)
- Audiovisual content production for social media
- Canva, Adobe Audition, Premiere Pro, Lightroom, TikTok and Reels editing (in-app editors and external apps like InShot)
- Photography and Videography
- Photo, audio and video editing

CERTIFICATIONS

- RMIT University Fact Check Credential

EDUCATION

RMIT University

- Master of Media | 2022 - 2023
- Bachelor of Communication (Journalism) | 2019 - 2021
- Foundation Studies (General Stream) | 2018

CONTACT

+61 413 182 756 | gabriela.caeli@gmail.com

<http://gabrielacaelis.wordpress.com>

Twitter: [@gabrielacaeli](https://twitter.com/gabrielacaeli)

LinkedIn: [Gabriela Caeli Sumampow](#)

References available upon request.